

SAN DIEGANS
**WASTE
NO WATER**

FILM CONTEST

Rules & Information

You are invited to join the City of San Diego's Public Utilities Department to inspire San Diegans to "Waste No Water." Your entry could be the winning film that will be shown in theaters this summer.

Official Rules

CHECK ELIGIBILITY

This contest is open to 11th and 12th grade high school students and all college students in the cities of San Diego, Coronado, and Imperial Beach. Entries can be submitted by an individual or team.

FOLLOW THESE FILM REQUIREMENTS

- 1) Film must be no longer than 30 seconds.
- 2) Film must include 5 seconds of black at beginning and end, which are part of the 30 seconds.
- 3) Film should emphasize responsible water use.
- 4) Films should be comedic, light, engaging, fun, clever or thought-provoking.
- 5) Content must be PG, your film may be in movie theaters, so we need to keep it family friendly.
- 6) We love San Diego, please film locally — where else would you be...right? Please try and film your Public Service Announcement (PSA) outdoors.
- 7) Also, use the slogan "San Diegans Waste No Water" or include our website www.WasteNoWater.org in your film.
- 8) Storylines must use one of the following "how-to" messages:
 - ▶ How to "waste no water" by planting native or California-Friendly® plants.

- ▶ How to "waste no water" by using a rain barrel.
- ▶ How to show that "wasting no water" is important to San Diego's economy.
- ▶ How to create a sustainable world by "wasting no water."
- ▶ How to recycle water.

SUBMIT YOUR FILM

- 1) Film must be submitted on a CD or DVD in a Quicktime or Windows Media format (.mov and mp4 are preferred, but .wmv, .mpg, & .avi are acceptable).
- 2) Name file and label CD or DVD with your info using this structure: "LAST NAME_TITLE OF FILM"
- 3) Each entrant team member must sign and submit an OFFICIAL ENTRY FORM to enter the contest.
- 4) There is NO entry fee.
- 5) Film must be submitted no later than 5:00 p.m. on Wednesday, April 10, 2013.

Film Assistance

GET ADVICE

Whether you're just starting or have a film completed, schedule a consultation with our judges or staff to get feedback on your ideas and/or film prior to the submission deadline. Call Chris Ward at (619) 232-2112 (x113) before March 1.

LEARN THE STEPS TO MAKE AN EFFECTIVE PSA

Research and preparation are crucial to your film. Check out the guide for filmmakers, "Steps to Making an Effective PSA." Access the listed resources to see effective PSA examples and begin learning about your chosen subject.

Judges Panel & Film Evaluation

MEET THE JUDGES

Beth Accomando of KPBS; Rick Bollinger of CityTV; Lisa Franek of the San Diego Latino Film Festival; and Larry Zeiger of the BestFest American Film Festival.

KNOW THE EVALUATION CRITERIA

The judges will be scoring films based on:

- ▶ Strength of Message
- ▶ Artistic Execution
- ▶ Originality
- ▶ Production Quality

Prizes

SCREEN YOUR FILM AT THE IMAX

The finalists' films will be shown at the IMAX Theater in Balboa Park at a "Red Carpet Premiere" and will also be featured on the City of San Diego's website.

WIN THE GRAND PRIZE

The winning film will be announced at the "Red Carpet Premiere" and shown in select movie theaters this summer. For advertising purposes, the selected winner(s) will be required to resubmit the film in one of the following formats: (1) Standard Definition (SD) Format Tape or (2) High Definition (HD) Digital Files.

WIN THE SAN DIEGO VIEWERS' CHOICE AWARD

New this year, finalists' films will get a second chance to win big. We will leave it up to your peers to vote for their favorite PSA through our Facebook page and Twitter feed. The winner will win a prize package. Check back on the contest webpage for updates on when voting opens and how to vote.

Information

CONTACT US FOR INFORMATION & QUESTIONS: Visit the City's website at: www.wastenowater.org, or call Chris Ward at (619) 232-2112 (x113).

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FILM CONTEST

Official Entry Form



WITH MY SIGNATURE BELOW,* I CONFIRM...

- ▶ I have supplied accurate information on this OFFICIAL ENTRY FORM.
- ▶ The film I have submitted does not violate copyright laws and is the result of my own ingenuity and efforts.
- ▶ I understand that the film I have submitted will not be returned and that I have retained a copy for my own uses.
- ▶ I understand that the film I have submitted will remain the property of the City of San Diego and may be reproduced.
- ▶ I authorize the City of San Diego to use my name, photograph, biographical information and statements for advertising and/or publicity and general communications purposes.
- ▶ I have read and understand the OFFICIAL RULES of the contest, located at: www.sandiego.gov/water/conservation/kids

Film must comply with OFFICIAL RULES. Failure to comply will result in disqualification. Rights are reserved by the City of San Diego to disqualify a contestant who submits a film that is deemed to be offensive, libelous, slanderous, inflammatory or otherwise inappropriate in any way for this film contest. The City of San Diego is not responsible for entries that are lost, late, misdirected, damaged, incomplete or in violation of copyright laws. Films will not be returned. They will remain the property of the City of San Diego Public Utilities Department and may be reproduced.

MAIL YOUR FILM AND THIS FORM TO:

Water Conservation Film Contest
Attn: Collaborative Services, Inc.
625 Broadway, Suite 835
San Diego, CA 92101

**SUBMISSIONS DUE
BY APRIL 10, 2013**

*CD/DVDs will NOT be returned.
They will remain property of the
City of San Diego and may be
reproduced. Cut and fold the form
below, and insert into your CD
case with your film. **Each team
member is required to fill out
and submit an individual form.***

← CUT →



Official 2013 Entry Form

Student Name _____

Address _____

City _____ Zip _____

Email _____

Phone _____

Name of School _____

Name of Film _____

Signature _____

One Entry Form required for each team member
Form must be submitted by April 10, 2013



THE CITY OF SAN DIEGO



FILM NAME